

Christmas donation form checklist



1

Does your form have a quarantined navigation?



2

Is your form highly optimised for mobile-using donors?



3

Are you offering mobile-friendly payment routes?



4

Are you welcoming your warm leads with a personalised form?



5

Can donors see social proof to inspire them?



6

Does the form use images effectively?



7

Are you keeping choices to a minimum?



8

Is a donor's impact clear?



9

Do you answer the key question: how much should they give?



10

Does your form reassure people that their payment is secure?



11

Have you let your donors know the payment types you accept?



12

If you seek monthly contributions, are you promoting this route?



13

Are you collecting the minimum amount of personal data?



14

Are you using address look-up?



15

Can a donor opt to keep in touch with you?



16

Do you declare that you will use their data carefully?



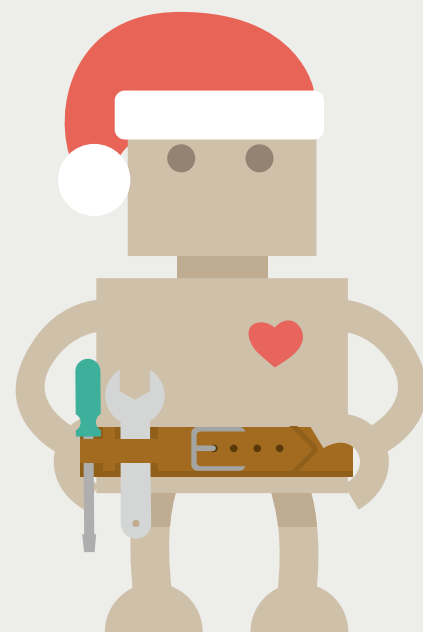
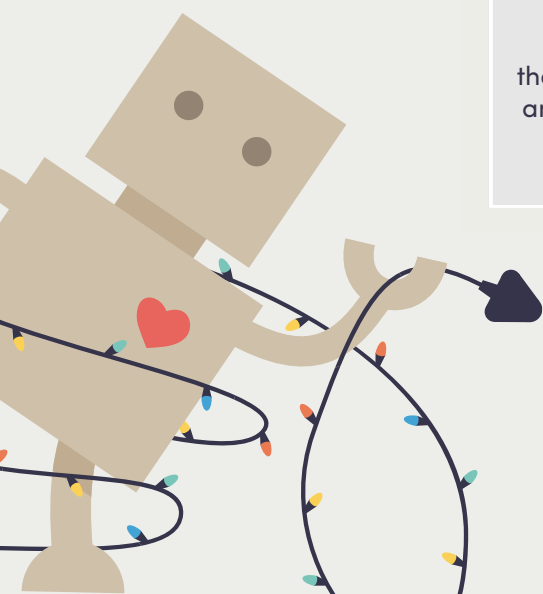
17

Is the donor thanked personally and appropriately for their gift?



18

Can a donor easily share news of their contribution on social media?



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